

EXHIBIT 1

TO

Hayden Bond Declaration

Term/Phrase	KW Discovery #	OVSrch #	WTSrch #	Average count	Adwords Estimator #	Rel. %	Daily Vis. Pos. 1
public records	1687857	223,409	184822	698696	1427	100%	14402
free public records	829467	89,327	131967	350253.6667	167	98%	10114
free criminal background check	748898	49,830	51429	283385.6667	26	85%	3978
criminal minds	656301	64,344	34906	251850.3333	47	60%	2774
court records	513050	41,167	28024	194080.3333	537	100%	2201
criminal records	364188	212,111	27652	201317	392	100%	2587
free court records	336691	16,667	22444	125267.3333	36	90%	1724
criminal justice	311457	205,807	20708	179324	223	50%	2051
criminal	289819	97,059	20119	135665.6667	1869	90%	1744
criminal background check	186372	129,647	16120	110713	114	90%	1523
criminal records free	140740	13370	14911	56340.33333	36	35%	1151
free criminal records	136896	23370	14105	58123.66667	36	30%	1114
free public records search	121210	32176	13826	55737.33333	18	35%	1115
clermont county court records	81406	732	12679	31605.66667	1	90%	953
public criminal records	77841	21,637	12276	37251.33333	48	100%	973
texas department of criminal justice	56017	35,375	12121	34504.33333	26	90%	995
criminal background checks	51863	129,647	10261	63923.66667	42	90%	1083
free public records searches	46841	32,176	9486	29501	2	90%	789
california public records	46469	8,190	9393	21350.66667	22	100%	724
public records search	40982	15,715	7626	21441	16	85%	610
free criminal background search	38037	49,830	6975	31614	20	65%	644
criminal record	34627	212,111	6045	84261	212	90%	967
free criminal checks	1582488	8,012	5611	532037	15	100%	440
texas public records	26350	7970	5549	13289.66667	27	100%	435
arizona public records	17174	8295	5518	10329	17	100%	434
florida public records	13702	9,842	5518	9687.333333	39	100%	438
los angeles criminal attorney	13423	13,678	5332	10811	2	65%	433
san diego criminal attorney	9331	4,246	5301	6292.666667	1	65%	408
broward county public records	4030	413	5115	3186	9	100%	385
los angeles criminal defense attorney	1426	7809	5115	4783.333333	2	90%	403
public records of property owner asses	837	1383	5115	2445	4	100%	387
criminal record check	651	19,940	4588	8393	20	100%	392
maryland court records	93	3703	4898	2898	3	100%	376
Total / Day	273114	57,709	23405	118076.0968			58745
Total / Month	8739648	1,846,697	748960	3778435.097			1762345

Cnv. %	# Cnv.	Avg. Rev. / Cnv.	Total Rev.
1.20%	172.83	\$29.95	\$5,176.13
1.20%	121.36	\$29.95	\$3,634.84
1.20%	47.73	\$29.95	\$1,429.60
1.20%	33.28	\$29.95	\$996.84
1.20%	26.42	\$29.95	\$791.18
1.20%	31.04	\$29.95	\$929.79
1.20%	20.68	\$29.95	\$619.47
1.20%	24.61	\$29.95	\$737.14
1.20%	20.92	\$29.95	\$626.70
1.20%	18.27	\$29.95	\$547.24
1.20%	13.81	\$29.95	\$413.55
1.20%	13.37	\$29.95	\$400.52
1.20%	13.38	\$29.95	\$400.66
1.20%	11.43	\$29.95	\$342.40
1.20%	11.68	\$29.95	\$349.71
1.20%	11.94	\$29.95	\$357.48
1.20%	13.00	\$29.95	\$389.32
1.20%	9.47	\$29.95	\$283.67
1.20%	8.69	\$29.95	\$260.31
1.20%	7.32	\$29.95	\$219.22
1.20%	7.72	\$29.95	\$231.34
1.20%	11.60	\$29.95	\$347.38
1.20%	5.28	\$29.95	\$158.21
1.20%	5.23	\$29.95	\$156.50
1.20%	5.21	\$29.95	\$155.95
1.20%	5.25	\$29.95	\$157.30
1.20%	5.20	\$29.95	\$155.62
1.20%	4.89	\$29.95	\$146.58
1.20%	4.62	\$29.95	\$138.23
1.20%	4.83	\$29.95	\$144.66
1.20%	4.64	\$29.95	\$139.08
1.20%	4.71	\$29.95	\$141.01
1.20%	4.52	\$29.95	\$135.25
			\$1,362
			\$42,225

Assumptions		30 m
% of traffic clicking on 1st result	Values	
Standard Site Conversion Rate	15%	
Average Revenue per Conversion	1.50%	
Numbers are for site in 1st position for keywords	\$29.95	
All numbers are rough estimates		
Grand Totals for 30 months		
Assumptions		Values
% of traffic clicking on 1st result		15%
Standard Site Conversion Rate		1.50%
Average Revenue Per Conversion		\$29.95
		30 months (x) \$42,225 (x) 15 Web sites = \$19,001250.00